KEY PERFORMANCE INDICATORS DURING 2015

- **Total Number of Visitors in 2015**: 1.6 million
- **Total Spending**: $247.5 million

**Family & Friends**
- 700,000 Visitors
- Average Spend: $114 per visit

**Other Pleasure**
- 430,000 Visitors
- Average Spend: $140 per visit

**Leisure & Recreation**
- 255,000 Visitors
- Average Spend: $182 per visit

**Business**
- 220,000 Visitors
- Average Spend: $271 per visit

**Sporting Events**
- 230,000 Visitors

**Festivals**
- 50,300 Visitors

**Museums**
- 29,500 Visitors

**Conferences**
- 27,300 Visitors

**Hotels Occupancy Rate**: 58%

**Tourists' Spending**
- Simulates close to $147 million in economic output

**Tourists' Spending**
- Supports the equivalent of 2,320 fulltime local jobs

An initiative of the Ministry of Tourism, Culture and Tourism Innovation

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